

# Women in the Animated Film Industry:

*"This is a Man's World But it Wouldn't be Nothing Without a Woman or a Girl"*

A presentation by:  
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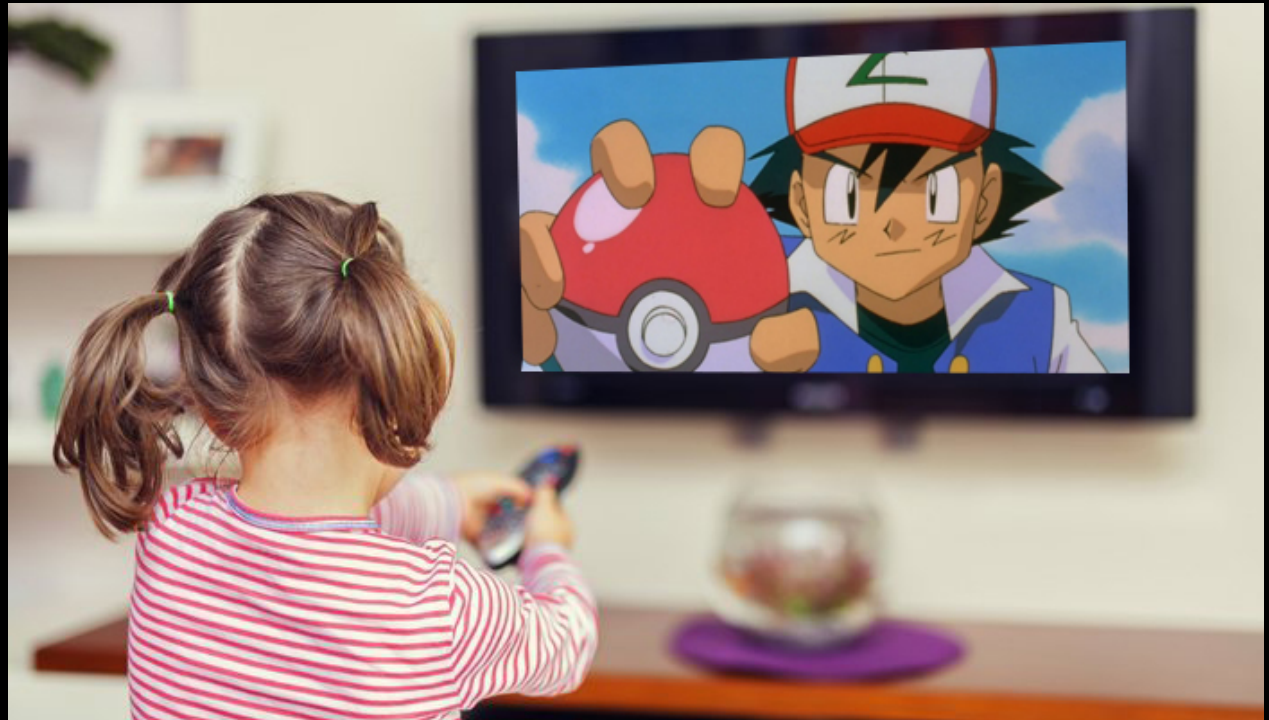








- Young people have increased the amount of time they spend consuming media (Rideout, Foehr, Roberts 2010:3).



# Why does this matter?

- Children as young as six begin to develop gender stereotypes (Bian, Leslie, and Cimpian 2017)
- Media can greatly influence how individuals view concepts such as gender (Bandura 2001)





- *The Little Mermaid*: the first Disney princess film where the men's dialogue drastically outnumbered the women's (Guo 2016)

- *Beauty and the Beast*: The first Disney Princess film with a female writer (Guo 2016)



- Movies such as *Brave* and *Frozen* portray a new type of princess



Why does gender inequality in animated film exist?



# Methods

Box Office Mojo

MIKE LEIGH PETERLOO IN SELECT THEATERS NOW GET TICKETS

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All Time

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People

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Franchises

Showdowns

Theater Counts

Animation

1980-Present  
(Excludes re-issues of movies originally released before 1980.)

Rows: #1-100, #101-200, #201-300, #301-400, #401-500, #501-525

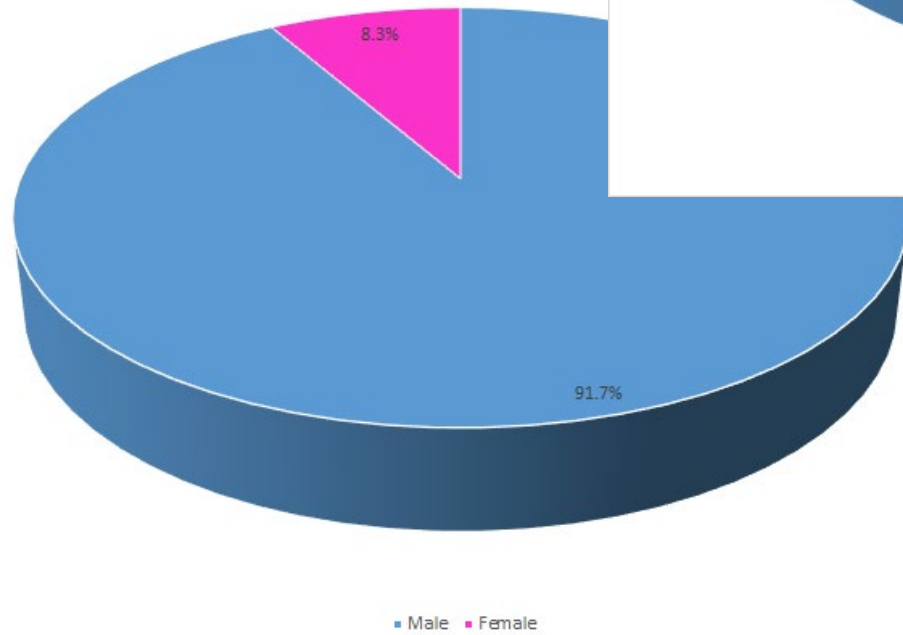
Rank	Title (click to view)	Studio	Lifetime Gross / Theaters	Opening / Theaters	Date
1	Incredibles 2	BV	\$608,581,744 4,410	\$182,687,905 4,410	6/15/18
2	Finding Dory	BV	\$486,295,561 4,305	\$135,060,273 4,305	6/17/16
3	Shrek 2 (CG)	DW	\$441,226,247 4,223	\$108,037,878 4,163	5/19/04
4	The Lion King	BV	\$422,783,777 2,624	\$1,586,753 2	6/15/94
5	Toy Story 3 (CG)	BV	\$415,004,880 4,028	\$110,307,189 4,028	6/18/10
6	Frozen	BV	\$400,738,009 3,742	\$243,390 1	11/22/13
7	Finding Nemo (CG)	BV	\$380,843,261 3,425	\$70,251,710 3,374	5/30/03
8	The Secret Life of Pets	Uni.	\$368,384,330 4,381	\$104,352,905 4,370	7/8/16
9	Despicable Me 2	Uni.	\$368,061,265 4,003	\$83,517,315 3,997	7/3/13
10	Inside Out	BV	\$356,461,711 4,158	\$90,440,272 3,946	6/19/15
11	Zootopia	BV	\$341,268,248 3,959	\$75,063,401 3,827	3/4/16
12	Minions	Uni.	\$336,045,770 4,311	\$115,718,405 4,301	7/10/15
13	Shrek the Third	P/DW	\$322,719,944 4,172	\$121,629,270 4,172	5/18/07

UPCOMING RELEASES

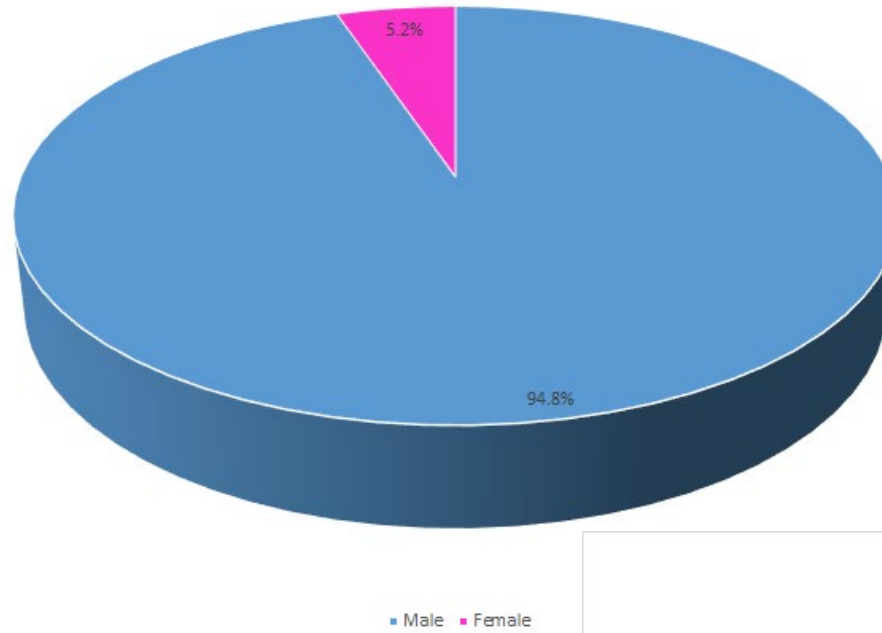
Title (click to view)	Studio	Release Date
Uglydolls	STX	5/3/19
The Secret Life of Pets 2	Uni.	6/7/19
Toy Story 4	BV	6/21/19
PLAYMOBIL	Global Road	8/16/19
The Angry Birds Movie 2 in 3D	Sony	8/16/19
Spies in Disguise	Fox	9/13/19
Abominable	Uni.	9/27/19
The Addams Family (2019)	UAR	10/18/19
Arctic Dogs	ENTMP	11/1/19
Sonic The Hedgehog	Par.	11/8/19
Frozen 2	BV	11/22/19
The Call of the Wild	Fox	12/25/19
Peter Rabbit 2	Sony	2/7/20
Onward	BV	3/6/20
Trolls World Tour	Uni.	4/17/20
Scooby	WB	5/15/20
The SpongeBob Movie	Par.	5/22/20
Untitled Pixar Animation (June 2020)	BV	6/19/20
Minions 2	Uni.	7/3/20
Bob's Burgers	Fox	7/17/20
Untitled Lord and Miller Animation	Sony	9/18/20

# Findings

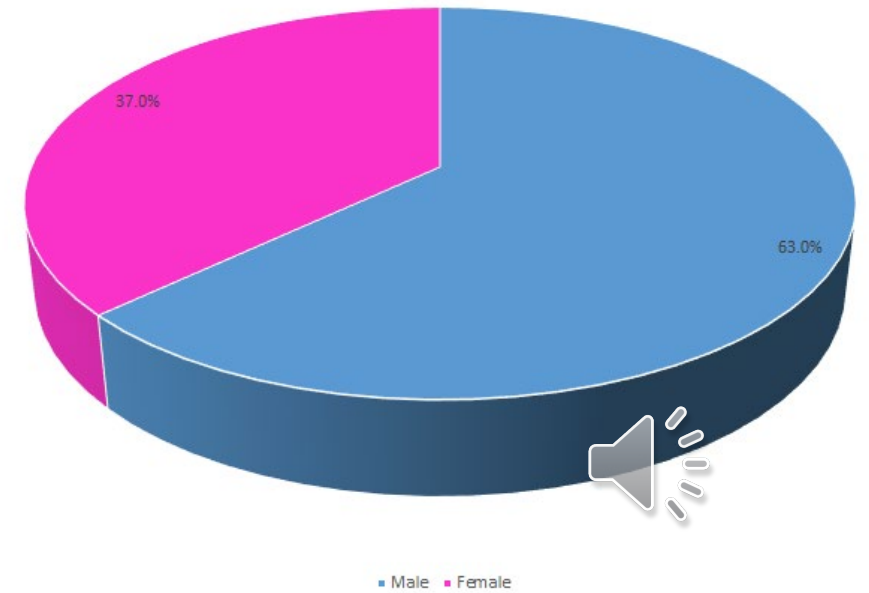
Writers



Directors



Producers





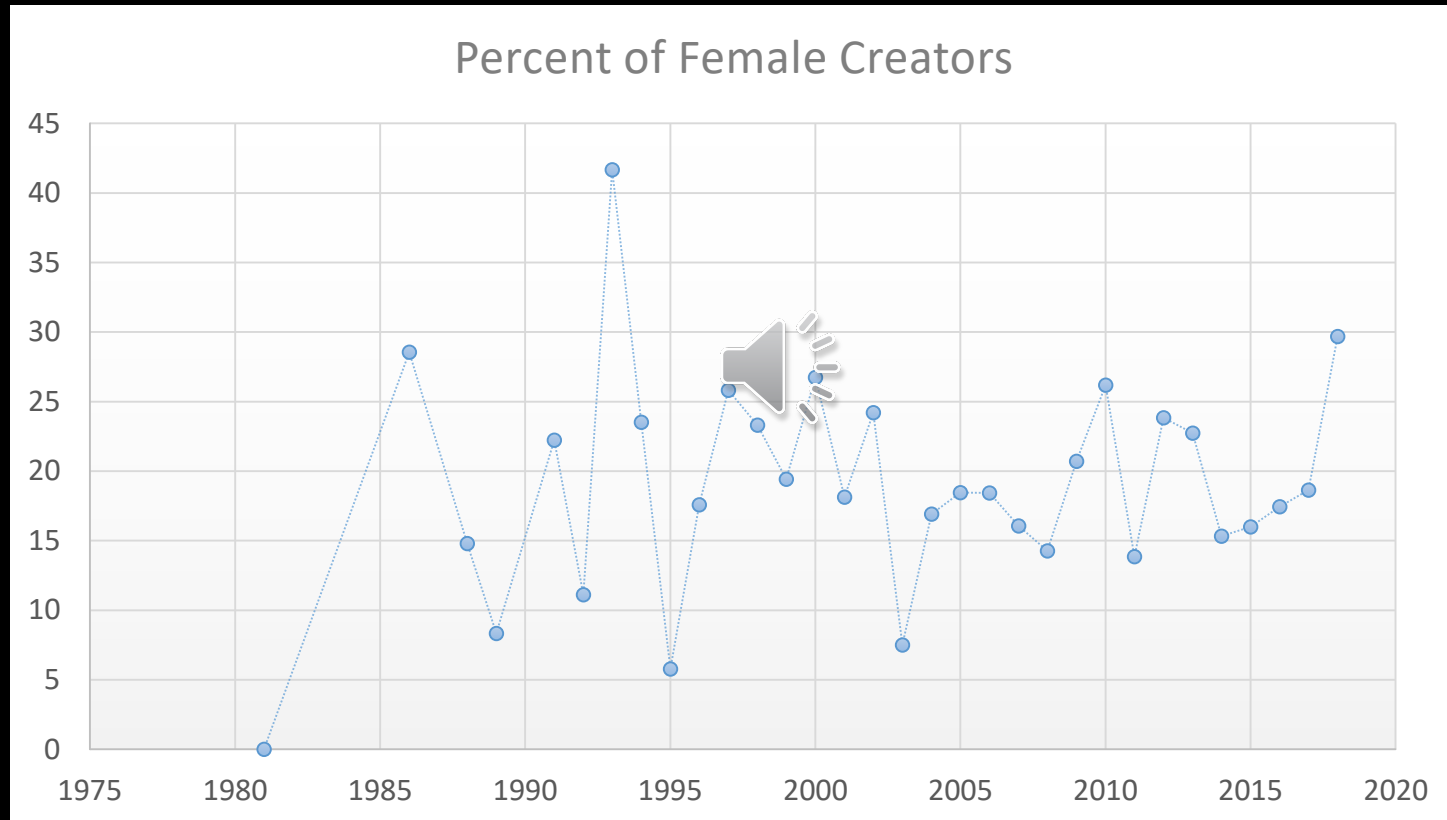
H1: The more female creators that are involved with an animated film, the percent of speaking roles that belong to women will increase



- Female Directors= ( $p < .05$ )
- Female Producers= ( $p = .433$ )
- Female Writers= ( $p < .01$ )



H2: As time progresses, more women will become involved in the creative teams of animated films



- No Significant Correlation ( $p=.845$ )

H3: The involvement of more women in the creation of animated films will not result in less sexualization of female characters

- Hypersexualized clothing= ( $p < .05$ )
- Hypersexualized bodies ( $p = .131$ )





H4: Films that have female leads will have a higher box office gross than films that do not

- Films with female leads: \$221,892,231.20
- Films without female leads \$193,430,817.70
- $P=.277$



# Summary

- Why do female directors include less female characters in their films?
- Adding more female writers will increase female speaking roles
- Female participation in the animated film industry has not improved since 1981
- Adding more female creators will decrease the amount of female speaking characters wearing overtly sexualized outfits

# References

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